

Statewide Lodging Performance

March 2006-2007

Market/Year	Month of March					Year-to-Date				
	Occupancy	ADR	RevPAR	Demand	Supply	Occupancy	ADR	RevPAR	Demand	Supply
United States										
2006	65.7%	\$98.67	\$64.84	88,945,151	135,356,602	60.1%	\$96.78	\$58.14	235,637,067	392,215,650
2007	65.8%	\$104.34	\$68.62	90,116,636	137,024,712	59.5%	\$102.71	\$61.14	236,233,986	396,842,769
% change	0.2%	5.7%	5.8%	1.3%	1.2%	-1.0%	6.1%	5.2%	0.3%	1.2%
Mountain Region										
2006	71.3%	\$103.60	\$73.82	11,567,797	16,234,762	65.0%	\$103.52	\$67.34	30,659,080	47,135,883
2007	71.2%	\$110.61	\$78.77	11,581,466	16,263,871	65.0%	\$111.36	\$72.43	30,665,232	47,147,374
% change	-0.1%	6.8%	6.7%	0.1%	0.2%	0.0%	7.6%	7.6%	0.0%	0.0%
State of Arizona										
2006	81.4%	\$119.78	\$97.55	2,530,515	3,107,254	74.1%	\$115.49	\$85.57	6,680,170	9,016,156
2007	81.1%	\$129.68	\$105.11	2,507,051	3,093,025	74.0%	\$126.03	\$93.25	6,637,516	8,970,511
% change	-0.4%	8.3%	7.7%	-0.9%	-0.5%	-0.1%	9.1%	9.0%	-0.6%	-0.5%
Metro Phoenix										
2006	88.0%	\$142.75	\$125.69	1,456,823	1,654,563	81.1%	\$136.09	\$110.41	3,896,960	4,803,393
2007	88.2%	\$154.14	\$135.94	1,451,549	1,645,883	81.2%	\$148.38	\$120.45	3,875,187	4,773,858
% change	0.2%	8.0%	8.2%	-0.4%	-0.5%	0.1%	9.0%	9.1%	-0.6%	-0.6%
Metro Tucson										
2006	85.6%	\$113.09	\$96.83	411,085	480,128	79.1%	\$114.15	\$90.27	1,102,322	1,393,920
2007	83.9%	\$124.45	\$104.42	395,433	471,293	79.2%	\$126.07	\$99.86	1,083,778	1,368,270
% change	-2.0%	10.0%	7.8%	-3.8%	-1.8%	0.1%	10.4%	10.6%	-1.7%	-1.8%
Flagstaff AZ										
2006	65.3%	\$64.15	\$41.87	99,485	152,427	53.5%	\$59.64	\$31.93	236,924	442,530
2007	58.8%	\$67.28	\$39.59	89,696	152,427	51.5%	\$64.43	\$33.17	227,836	442,530
% change	-10.0%	4.9%	-5.4%	-9.8%	0.0%	-3.7%	8.0%	3.9%	-3.8%	0.0%
Non-metro AZ										
2006	68.8%	\$73.14	\$50.28	625,187	909,354	60.3%	\$68.78	\$41.46	1,588,565	2,635,333
2007	68.8%	\$78.65	\$54.14	627,964	912,206	61.3%	\$74.50	\$45.69	1,621,294	2,643,613
% change	0.0%	7.5%	7.7%	0.4%	0.3%	1.7%	8.3%	10.2%	2.1%	0.3%

Source: Smith Travel Research